

REMARKS/ARGUMENTS

On pages 2-9 of the Office Action, claims 548-567, 569-571, 574-578, 580-584, 586, 588, 590-611, 614-618, 620-627, 629-649, 652-656, 658-662, 664, 666-680, 683, 684, 686-695, 697-714, 717-720, and 722-729 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over U.S. Patent No. 4,398,985 to Eagon (the "Eagon patent") in view of U.S. Patent No. 5,407,718 to Popat, et al. (the "Popat patent") and U.S. Patent No. 4,837,088 to Freedman (the "Freedman patent").

On pages 9-10 of the Office Action, claims 572, 573, 612, 613, 650, 651, 681, 682, 715, and 716 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over the Eagon patent in view of the Popat patent and the Freedman patent, and further in view of U.S. Patent No. 4,704,317 to Hickenbotham, et al. (the "Hickenbotham patent").

On pages 10-11 of the Office Action, claims 579, 619, 657, 685, and 721 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over the Eagon patent in view of the Popat patent and the Freedman patent, and further in view of U.S. Patent No. 5,842,722 to Carlson (the "Carlson patent").

Applicants respectfully traverse the rejections of claims 548-567, 569-584, 586, 588, 590-627, 629-662, 664, 666-695, and 697-729 for the reasons set forth below.

The Invention

Before addressing the specific claim limitations, it will be helpful first to briefly summarize the invention of the pending claims.

The present invention resides in a printable business card sheet including a laminate sheet construction. The laminate sheet construction includes a facestock sheet construction and a continuous sheet attached to the back side of the facestock sheet construction, and an internally positioned film layer. The facestock sheet construction includes a facestock sheet. The facestock sheet is a cardstock sheet. The laminate sheet

construction includes facestock continuous through-cut lines through the facestock sheet construction but not through-cut through the continuous sheet. The through-cut lines define, at least in part, perimeter edges of printable business cards and a matrix waste portion around the printable business cards. The entire front faces of all of the printable business cards are blank. The laminate sheet construction is sized, constructed and capable of being sheet-fed through a printer or copier for a sheet-fed printing operation on the printable business cards. Areas of the continuous sheet are positioned over the back sides of all of the through-cut lines and thereby the continuous sheet is structurally capable of holding the printable business cards and the matrix waste portion together during the printing operation. The top surface of the facestock sheet construction is constructed and adapted to receive indicia printed on the top surface during the printing operation. The continuous sheet and the through-cut lines are constructed and adapted to allow the business cards to be removed and separated from the continuous sheet and from the matrix waste portion after the printing operation into individual printed business cards whose back side surfaces are non-tacky. The printable business cards are arranged in a grid, with the grid including a column of printable business cards, and adjacent ones of the printable business cards in the column directly abut one another and share a common edge. The continuous sheet is directly adjacent to the back side of the film layer. The continuous sheet is a base paper sheet. The film layer is adhered to the facestock sheet with an adhesive layer. The film layer and the adhesive layer are adapted such that when a peeling force is applied to the printable business card sheet, the printable business card sheet delaminates at an interface of the film layer and the continuous sheet and whereby the laminate sheet construction is a dry laminate sheet construction.

The present invention resides in a printable business card sheet including a laminate sheet construction that has a facestock sheet construction and a continuous sheet attached to a back side of the facestock sheet construction. The laminate sheet construction includes an internally positioned film layer. The facestock sheet construction includes a facestock sheet. The facestock sheet is a cardstock sheet. The continuous sheet is a base paper sheet. The laminate sheet construction includes facestock continuous through-cut lines through the facestock sheet construction but not

through-cut through the continuous sheet. The through-cut lines define, at least in part, perimeter edges of printable business cards and a matrix waste portion around the printable business cards. The laminate sheet construction is sized, constructed and capable of being sheet-fed through a printer or copier for a sheet-fed printing operation on the printable business cards. Areas of the continuous sheet are positioned over back sides of all of the through-cut lines and thereby the continuous sheet is structurally capable of holding the printable business cards and the matrix waste portion together during the printing operation. The top surface of the facestock sheet construction is constructed and adapted to receive indicia printed on the top surface during the printing operation. The continuous sheet and the through-cut lines are constructed and adapted to allow the business cards to be removed and separated from the continuous sheet and from the matrix waste portion after the printing operation into individual printed business cards whose back side surfaces are non-tacky. The printable business cards are arranged in a grid, with the grid including a column of printable business cards, and adjacent ones of the printable business cards in the column directly abut one another and share a common edge. The laminate sheet construction is free of adhesive between the film layer and the continuous sheet.

The present invention resides in a printable business card sheet including a dry laminate sheet construction having a facestock sheet construction and a continuous sheet attached to a back side of the facestock sheet construction. The dry laminate sheet construction including an internally positioned film layer. The facestock sheet construction including a facestock sheet. The facestock sheet is a cardstock sheet. The dry laminate sheet construction includes facestock continuous through-cut lines through the facestock sheet construction to the back side but not through-cut through the continuous sheet. The through-cut lines define, at least in part, perimeter edges of printable business cards and a matrix waste portion around the printable business cards. The dry laminate sheet construction is sized, constructed and capable of being sheet-fed through a printer or copier for a sheet-fed printing operation on the printable business cards. Areas of the continuous sheet are positioned over back sides of all of the through-cut lines and thereby the continuous sheet is structurally capable of holding the printable

business cards and the matrix waste portion together during the printing operation. The top surface of the facestock sheet construction is constructed and adapted to receive indicia printed on the top surface during the printing operation. The continuous sheet and the through-cut lines are constructed and adapted to allow the business cards to be removed and separated from the continuous sheet and from the matrix waste portion after the printing operation into individual printed business cards whose back side surfaces are non-tacky. The printable business cards are arranged in a grid on the facestock sheet construction, with the grid including a column of printable business cards, and adjacent ones of the printable business cards in the column directly abut one another and share a common edge. The film layer is directly adjacent to the continuous sheet, and the continuous sheet is a base paper sheet. The film layer and the continuous sheet form a delamination interface for the printable business cards.

The present invention resides in a printable business card sheet including a laminate sheet construction having a facestock sheet construction and a continuous sheet attached to a back side of the facestock sheet construction. The laminate sheet construction including an internally positioned film layer. The facestock sheet construction including a facestock sheet. The facestock sheet is a cardstock sheet. The laminate sheet construction includes facestock continuous through-cut lines through the facestock sheet construction but not through-cut through the continuous sheet. The through-cut lines define, at least in part, perimeter edges of printable business cards and a matrix waste portion around the printable business cards. The laminate sheet construction is sized, constructed and capable of being sheet-fed through a printer or copier for a sheet-fed printing operation on the printable business cards. Areas of the continuous sheet are positioned over back sides of all of the through-cut lines and thereby the continuous sheet is structurally capable of holding the printable business cards and the matrix waste portion together during the printing operation. The top surface of the facestock sheet construction is constructed and adapted to receive indicia printed on the top surface during the printing operation. The continuous sheet and the through-cut lines are constructed and adapted to allow the business cards to be removed and separated from the continuous sheet and from the matrix waste portion after the printing operation into

individual printed business cards whose back side surfaces are non-tacky. The printable business cards are arranged in a grid, with the grid including a column of printable business cards, and adjacent ones of the printable business cards in the column directly abut one another and share a common edge. The laminate sheet construction is rectangular with opposing side edges and opposing end edges. The business cards are in a central area block of the facestock sheet. The border portion of the laminate sheet construction surrounds the block and extends from ends of the through-cut lines to both of the side edges and to both of the end edges of the laminate sheet construction. The continuous sheet is bonded to the film layer without adhesive, and the continuous sheet is a base paper sheet.

The present invention resides in a printable business card sheet including a laminate sheet construction having a facestock sheet construction and a continuous sheet attached to a back side of the facestock sheet construction. The laminate sheet construction including an internally positioned film layer. The facestock sheet construction including a facestock sheet. The facestock sheet is a cardstock sheet. The continuous sheet is a base paper sheet. The laminate sheet construction includes facestock continuous through-cut lines through the facestock sheet construction but not through-cut through the continuous sheet. The through-cut lines define, at least in part, perimeter edges of printable business cards and a matrix waste portion around the printable business cards. The laminate sheet construction is sized, constructed and capable of being sheet-fed through a printer or copier for a sheet-fed printing operation on the printable business cards. Areas of the continuous sheet are positioned over back sides of all of the through-cut lines and thereby the continuous sheet is structurally capable of holding the printable business cards and the matrix waste portion together during the printing operation. The top surface of the facestock sheet construction is constructed and adapted to receive indicia printed on the top surface during the printing operation. The continuous sheet and the through-cut lines are constructed and adapted to allow the business cards to be removed and separated from the continuous sheet and from the matrix waste portion after the printing operation into individual printed business cards whose back side surfaces are non-tacky. The printable business cards are arranged in a

grid. The grid including a first column of the printable business cards and a second column of the printable business cards. Adjacent ones of the printable business cards in the first column directly abut one another and share a common edge. Adjacent ones of the printable business cards in the second column directly abut one another and share a common edge. The first and second columns directly side-by-side abut one another. The continuous sheet is directly adjacent to the back side of the film layer. The laminate sheet construction is adapted to delaminate at an interface of the film layer and the continuous sheet and/or wherein the film layer and the continuous sheet form a delamination interface for the printable business cards.

Rejection of Claims 548-567, 569-571, 574-578, 580-584, 586, 588, 590-611, 614-618, 620-627, 629-649, 652-656, 658-662, 664, 666-680, 683, 684, 686-695, 697-714, 717-720, and 722-729 Under 35 U.S.C. § 103 Based Upon the Eagon Patent, the Popat Patent, and the Freedman Patent

On pages 2-9 of the Office Action, claims 548-567, 569-571, 574-578, 580-584, 586, 588, 590-611, 614-618, 620-627, 629-649, 652-656, 658-662, 664, 666-680, 683, 684, 686-695, 697-714, 717-720, and 722-729 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over the Eagon patent in view of the Popat patent and the Freedman patent. Applicants cancel herein claims 565, 605, 644, 675, and 710.

Applicants respectfully traverse this rejection of remaining claims 548-564, 566, 567, 569-571, 574-578, 580-584, 586, 588, 590-604, 606-611, 614-618, 620-627, 629-643, 645-649, 652-656, 658-662, 664, 666-674, 676-680, 683, 684, 686-695, 697-709, 711-714, 717-720, and 722-729.

As best understood by Applicants, the Patent Office appears to be taking the position (i) that facestock subassembly 101 of the Eagon patent corresponds to the claimed facestock sheet construction, with face stock 10 corresponding to the claimed facestock sheet and with release additive 12 corresponding to the claimed internally

positioned film layer and (ii) that substrate subassembly 201 of the Eagon patent corresponds to the claimed continuous sheet.

Although not agreeing with the Patent Office's reading of the Eagon patent, Applicants have amended independent claims 548, 590, 629, 664 and 695 in this paper to specify that "the continuous sheet is a **base paper sheet . . .**" Emphasis added. In view of this amendment, the position taken by the Patent Office with respect to the Eagon patent clearly *fails*. This is, in part, because additionally, amongst other things, amended independent claims 548 and 695 require that "the continuous sheet being directly adjacent to the back side of the film layer . . .," and amended independent claim 629 requires that "the film layer being directly adjacent to the continuous sheet . . ." As noted above, the Patent Office is apparently contending that release additive 12 of the Eagon patent corresponds to the claimed internally positioned film layer. However, even if this reading of the Eagon patent is proper (a point Applicants do not concede), **the Eagon patent fails teach or suggest a base paper sheet directly adjacent to release additive 12**. Instead, the Eagon patent teaches a film of a non-silicone containing polymeric material 14 **directly adjacent** to release additive 12. This is because the Eagon patent is directed at a completely different structure than the claimed printable business card sheet. Instead, the Eagon patent is directed at a laminate structure that can be adhered to a substrate and that, after adherence, has a top portion that can be delaminated from a bottom portion without having the adhesive of the bottom portion exposed. To this end, the Eagon patent discloses making a first subassembly 100 by coating a paper face stock 10 with a release additive 12 and then coating a non-silicone containing polymeric material 14 onto the release additive 12. The Eagon patent also discloses making a second subassembly 200 by coating a pressure-sensitive adhesive 16 onto a release liner 18. Then, first subassembly 100 and second subassembly 200 are joined by laminating polymeric material 14 to adhesive material 16. When the laminate is desired to be used, the release liner 18 is removed, and the bottom surface of adhesive material 16 is applied to a substrate 20. Then, when one wishes to remove the facestock-containing assembly 101 from the substrate 20, one delaminates at the interface of release additive 12 and

polymeric material 14. Because polymeric material 14 stays with substrate 20, adhesive layer 16 remains covered and is not exposed.

There would have been no reason to replace polymeric material 14 of the Eagon patent (or even the entirety of subassembly 201 of the Eagon patent) with a base paper sheet since such a modification would result in a structure that has no adhesive layer - a result that is clearly not intended by the Eagon patent, especially in view of the fact that **the entire thrust of the Eagon patent is the teaching of how to detackify its adhesive.** Accordingly, the Eagon patent *fails* to teach or suggest “the continuous sheet being directly adjacent to the back side of the film layer, wherein the continuous sheet is a base paper sheet . . . ,” as required by amended independent claim 548; “the film layer being directly adjacent to the continuous sheet, the continuous sheet being a base paper sheet . . . ,” as required by amended independent claim 629; or “the continuous sheet being a base paper sheet . . . the continuous sheet being directly adjacent to the back side of the film layer. . . ,” as required by amended independent claim 695.

Amended independent claim 590 requires that “the continuous sheet is a base paper sheet . . . the laminate sheet construction being free of adhesive between the film layer and the continuous sheet . . . ,” and amended independent claim 664 requires that “the continuous sheet being bonded to the film layer without adhesive, the continuous sheet is a base paper sheet.” However, as explained above, it would have made no sense to a person of ordinary skill in the art to replace polymeric material 14 of the Eagon patent, or the entirety of subassembly 201 of the Eagon patent, with a base paper sheet if one wished to use the laminate of the Eagon patent according to the teachings of the Eagon patent.

The Popat patent and the Freedman patent, which are relied upon for allegedly teaching other claimed features, *fail* to cure all of the above-noted deficiencies of the Eagon patent.

Accordingly, for at least the above reasons, this 35 U.S.C. § 103 rejection of amended independent claims 548, 590, 629, 664 and 695, and dependent claims 549-564,

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566, 567, 569-571, 574-578, 580-584, 586, 588, 591-604, 606-611, 614-618, 620-627, 630-643, 645-649, 652-656, 658-662, 666-674, 676-680, 683, 684, 686-694, 697-709, 711-714, 717-720, and 722-729, which depend from amended independent claims 548, 590, 629, 664, or 695, is improper and should be withdrawn.

Rejection of Claims 572, 573, 612, 613, 650, 651, 681, 682, 715, and 716 Under 35 U.S.C. § 103 Based Upon the Eagon Patent, the Popat Patent, the Freedman Patent, and the Hickenbotham Patent

On pages 9-10 of the Office Action, claims 572, 573, 612, 613, 650, 651, 681, 682, 715, and 716 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over the Eagon patent in view of the Popat patent and the Freedman patent, and further in view of the Hickenbotham patent. Applicants respectfully traverse this rejection of dependent claims 572, 573, 612, 613, 650, 651, 681, 682, 715, and 716.

Claims 572 and 573 depend from amended independent claim 548, claims 612 and 613 depend from amended independent claim 590, claims 650 and 651 depend from amended independent claim 629, claims 681 and 682 depend from amended independent claim 664, and claims 715 and 716 depend from amended independent claim 695. Claims 548, 590, 629, 664, and 695 are patentable over the Eagon patent, the Popat patent, and the Freedman patent for at least the reasons given above. The Hickenbotham patent is relied upon by the Examiner merely to disclose “crushing the corner of lablestock (sic) for use in printers or copier to provide a diagonal path of relatively low stiffness (col. 6, lines 9-16).” The Hickenbotham patent *fails* to cure all of the deficiencies of the Eagon patent, the Popat patent, and the Freedman patent with respect to amended independent claims 548, 590, 629, 664, and 695 as discussed previously. Therefore, based at least on their respective dependencies, claims 572, 573, 612, 613, 650, 651, 681, 682, 715, and 716 are patentable over the applied combination of the Eagon patent, the Popat patent, the Freedman patent, and the Hickenbotham patent.

Accordingly, for at least the above reasons, Applicants respectfully submit that this 35 U.S.C. § 103 rejection of dependent claims 572, 573, 612, 613, 650, 651, 681, 682, 715, and 716, which depend from amended independent claims 548, 590, 629, 664, or 695, is improper and should be withdrawn.

Rejection of Claims 579, 619, 657, 685 and 721 Under 35 U.S.C. § 103 Based Upon the Eagon Patent, the Popat Patent, the Freedman Patent, and the Carlson Patent

On pages 10-11 of the Office Action, claims 579, 619, 657, 685 and 721 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over the Eagon patent in view of the Popat patent and the Freedman patent, and further in view of the Carlson patent. Applicants respectfully traverse this rejection of dependent claims 579, 619, 657, 685, and 721.

Dependent claim 579 depends from amended independent claim 548, dependent claim 619 depends from amended independent claim 590, dependent claim 657 depends from amended independent claim 629, dependent claim 685 depends from amended independent claim 664, and dependent claim 721 depends from amended independent claim 695. Amended independent claims 548, 590, 629, 664, and 695 are patentable over the Eagon patent, the Popat patent, and the Freedman patent for at least the reasons given above. The Carlson patent is relied upon by the Examiner merely to disclose “die cut cards, which are coated with an ink receptive coating (col. 19, line 50 through col. 20, line 3).” The Carlson patent *fails* to cure all of the deficiencies of the Eagon patent, the Popat patent, and the Freedman patent with respect to amended independent claims 548, 590, 629, 664, and 695 as discussed previously. Therefore, based at least on their respective dependencies, dependent claims 579, 619, 657, 685 and 721 are patentable over the applied combination of the Eagon patent, the Popat patent, the Freedman patent, and the Carlson patent.

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Accordingly, for at least the above reasons, Applicants respectfully submit that this 35 U.S.C. § 103 rejection of dependent claims 579, 619, 657, 685 and 721, which depend from amended independent claims 548, 590, 629, 664, or 695, is improper and should be withdrawn.

Conclusion

Applicants believe the amendments and arguments set forth above place this application in condition for allowance. An early notice of allowance is respectfully requested. If for any reason the Examiner finds the application not in condition for a notice of allowance, the Examiner is requested to call the undersigned practitioner at the telephone number listed below to discuss steps to place the application into condition for allowance. Fees due in connection with this response are paid by credit card. In the event of a payment deficiency, or if additional fees are due, please charge the fees to Avery Dennison's Deposit Account No. 013025.

Respectfully submitted,
AVERY DENNISON CORPORATION

Dated: March 30, 2011 By: /Ronald Ugolick - Reg. No. 57,080/
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